

USDA National Retail Report - Shell Egg and Egg Products Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/13 thru 03/19. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY												
			PREVIO	JS WEEK	(PREVIOUS YEAR						
	Feature Rate	18.	.1% of 29	,100 stoı	res	21	.5% of 29	9,100 sto	res	31	.9% of 22	2,900 sto	res
		X LA	ARGE	LARGE		X LARGE		LAF	RGE	X LA	ARGE	LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack			211	1.13			182	2.04			1,830	2.01
G	White 18 pack			254	2.15	42	3.99	279	2.23			250	2.27
u	Brown 12 pack												
ĭ	USDA GRADE A												
Ā	White 12 pack			1,642	1.82			1,013	1.52	190	1.96	980	1.54
R	White 18 pack			166	2.21			899	2.08			360	2.34
	Brown 12 pack							137	0.99				
	USDA ORGANIC												
s	White 12 pack									20	3.89		
P	Brown 12 pack			192	3.58			343	4.48	20	5.78	1,500	4.03
E	OMEGA-3												
C	White 12 pack	340	2.61	1,004	2.55	25	3.15	2,389	2.32	60	2.64	920	2.62
ī	Brown 12 pack							67	3.99			210	3.85
À	CAGE-FREE												
î	White 12 pack			225	3.44			123	2.50				
T	Brown 12 pack	22	2.99	238	3.39			562	2.87			430	3.44
v	VEGETARIAN FED												
	White 12 pack			155	2.82			469	2.17	10	2.33	630	2.67
	Brown 12 pack	48	2.85	377	2.74	6	2.49	476	2.26			390	3.51

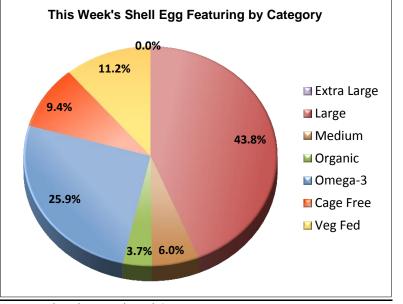
Blown 12 pa		077 2.77		20	000 0.01
Large White E	ggs - Grade A or b	etter, avg. feature p	rice converted to \$/do	zen	
2.00					
1.80			1.69		1.69
1.60	1.54	1.44		1.51	
1.40		1.44			
1.20 Feb 06-12	Feb 13-19	Feb 20-26	Feb 27-Mar-05	Mar 06-12	Mar 13-19

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,273	2,552	3,610	Large Eggs on
Specialty	2,601	4,460	4,190	Sep-02-2014
Total (includes MD)	5,185	7,142	8,130	558.5
Special Rate 4/:	0.6%	3.8%	2.3%	down 2.4%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity on regular shell eggs is down slightly from a week ago. The weighted average price of Large White eggs, Grade A or better, offered to consumers is sharply higher. Consumers are hard-pressed to find deals as the number of grocers offering "no price" specials is considerably less than last week. Ads for Medium eggs increase in number, however ads for Extra Large eggs are very limited. Featuring of specialty shell eggs declined. Ads for Omega-3 eggs are not as visible as last week and other specialty type eggs are also commanding less space in circulars. Liquid egg promotional activity increased, with 14-16 oz. cartons most commonly featured, especially on the East Coast.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTH	IEAST U.S.	SOUTH	EAST U.S.	MIDW	EST U.S.		
		, , , , , , , , , , , , , , , , , , ,	E,NH,NJ,NY,PA,RI,VT)		IC,SC,TN,VA,WV)	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
	Feature Rate 17 Activity Index 17	Activity Index = 2,	0 sampled outlets 175 (includes Medium)	Activity Index = 70	sampled outlets 7 (includes Medium)	Activity Index = 1,0	sampled outlets 31 (includes Medium		
CLASS		EXTRA LARGE	LARGE	EXTRA LARGE	LARGE	EXTRA LARGE	LARGE		
		Price Range Stores Avg 3/	Price Range Stores Avg 3	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stor	Ü	
USI	White 12 pack						1.27 - 1.69	7 1.63	
GRA	DE White 18 pack						1.49 - 2.19 1	52 1.97	
A	Brown 12 pack)MI:: 40		WI : 40			
	White 12 pack		0.98 - 1.89 321 1.71	White 12 pack	1.18 - 1.89 319 1.82	White 12 pack	0.99 - 1.99 4	79 1.80	
USI			2.49 - 3.49 37 3.03		1.18 - 1.89 319 1.82			06 2.00	
GRA			2.49 - 3.49 37 3.03	'			1.77 - 2.49	00 2.00	
A		White 12 pack	7	White 12 pack	1.38 24 1.38	White 12 pack			
	MEDIUM	White 30 pack		-	3.67 214 3.67	White 30 pack			
Τι	ISDA ORGANIC	Willia do padi	0.01	Willia de paor	0.07 211 0.07	vviide de paek			
	White 12 pack								
S	Brown 12 pack		3.49 - 3.99 181 3.54	i I	3.49 2 3.49		3.49	1 3.49	
P	MEGA-3								
E	White 12 pack	2.50 - 3.29 290 2.61	2.50 - 2.99 736 2.74	2.29 - 3.29 50 2.63	1.99 - 2.66 85 2.00		1.99 - 2.16	55 2.08	
1	Brown 12 pack								
À	AGE-FREE								
L	White 12 pack				2.99 9 2.99			16 3.46	
T	Brown 12 pack	2.99 22 2.99	2.99 16 2.99	0	3.49 4 3.49		2.50	15 2.50	
Y	EGETARIAN FED		2.50 425 2.50						
	White 12 pack Brown 12 pack		2.50 135 2.50 5 2.00 - 2.99 373 2.70						
	BIOWII 12 Pack		ENTRAL U.S		VEST U.S.	NORTH	WEST U.S.		
			A,MO,NM,OK,TX)		A,NV,UT)		DR,WA,WY)		
	Feature Rate 1/		0 sampled outlets	· ·	sampled outlets	• • • • • • • • • • • • • • • • • • • •	· ' '		
	Activity Index 2/	· ·	55 (includes Medium)	· · · · · · · · · · · · · · · · · · ·	4 (includes Medium)	16.6% of 1,300 sampled outlets Activity Index = 196 (includes Medium)			
	White 12 nack		0.99 - 1.27 58 1.09		0.99 - 1.27 77 1.00			69 1.27	
USI	JA White 19 pools				1.89 - 3.49 81 2.54		1.89 - 2.09	21 1.94	
GRA	Brown 12 nack								
A	MEDIUM	White 12 pack		White 12 pack	2.04 5 2.04	White 12 pack			
	White 12 pack		1.50 - 1.89 274 1.85	5	1.89 - 2.29 181 1.91		1.79 - 1.89	61 1.89	
USI			1.88 23 1.88	3					
GRA									
Α	MEDIUM	White 12 pack		The state of the s	2.50 - 3.00	White 12 pack			
	IODA ODGANIG	White 30 pack		White 30 pack	2.99 - 4.49 24 3.93	White 30 pack			
	ISDA ORGANIC								
s	White 12 pack Brown 12 pack				4.59 8 4.59				
P	MEGA-3	•			4.39 0 4.39				
E	White 12 pack		1.99 - 2.19 98 2.04	1	1.99 9 1.99		2.00	21 2.00	
C	Brown 12 pack		33 2.00		5 1.00		2.00	2.00	
, 0	AGE-FREE								
A	White 12 pack								
T	Brown 12 pack		3.49 86 3.49		3.49 117 3.49				
Ϋ́V	EGETARIAN FED								
	White 12 pack							20 4.99	
	Brown 12 pack						5.99	4 5.99	
		and the state of the contract of the state o	tock, Poultry & Seed Market Ne	/EAE\ 004 4400 b44m./b.m	DOManicath	I D		2 of 4	

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 http://www.ams.usda.gov/LPSMarketNewsPage Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

					SKA (K)		HAWAII (HI)				
	Feature Rate 17 Activity Index 17		Ac	0.0% of 100 sa ctivity Index = 0	ampled outlets (includes Mediu	ım)	0.0% of 100 sampled outlets Activity Index = 7 (includes Mediur				
	CLAS		EXTRA	LARGE	LAF	RGE	EXTRA	LARGE	LARGE		
	OLAO	,5	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
US	Whi	ite 12 pack									
	ADE Whi	ite 18 pack									
A	Brow	vn 12 pack									
	^	MEDIUM		White 12 pack				White 12 pack			
	Whi	ite 12 pack							1.89 - 4.77	7 3.12	
US	DA Whi	ite 18 pack									
GR/	ADE Brov	vn 12 pack									
-	A	MEDIUM		White 12 pack				White 12 pack			
		MEDION		White 30 pack				White 30 pack			
	USDA ORG	SANIC									
s	Whi	ite 12 pack									
ь		vn 12 pack									
Ė	OMEGA-3										
c		ite 12 pack									
ĭ		vn 12 pack									
Ā	CAGE-FRE										
L		ite 12 pack									
ŦL		vn 12 pack									
Y	EGETARIA										
		ite 12 pack									
	Brov	vn 12 pack									

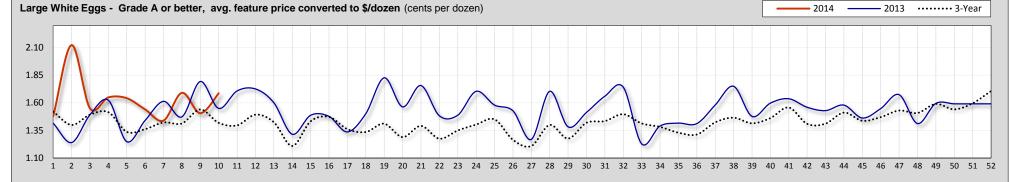


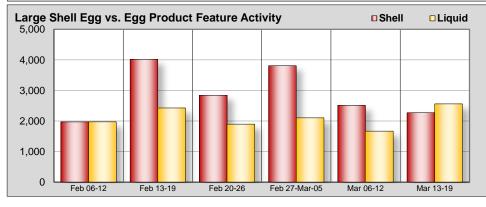
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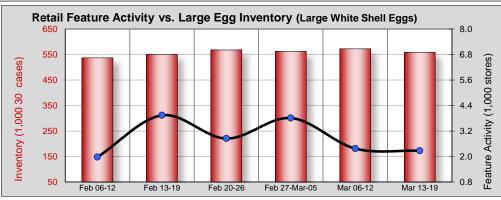
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	(nringa	in	dollars	nor	oorton'	١.
	TDHEES	1111	uollais	Dei	Canton)

EGG	THIS	LAST	LAST	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR	NORTHEAST	SOUTHEAST	INIIDAAESI	SOUTH CENTRAL	SOUTHWEST	NORTHWEST	
1/ Feature Rate	9.0%	5.2%	7.4%	15.7% of 5,500 sampled	21.9% of 7,400 sampled	0.9% of 6,100 sampled	1.8% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled	
2/ Activity Index	2,562	1,670	2,160	Activity Index = 806	Activity Index = 1,616	Activity Index = 52	Activity Index = 88	Activity Index = 0	Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg	Price Range Stores Avg 3	Price Range Stores Avg 3/				
14-16 oz. crtn	1,827 2.29	1,603 2.76	1,550 2.31	2.50 - 2.99 648 2.70	2.00 - 4.06 1,113 2.03	2.00 - 2.50 52 2.15	2.29 14 2.29		_	
32 oz. crtn	735 4.24	67 4.99	350 4.66	3.99 - 5.49 158 5.10	3.99 - 5.49 503 3.99		3.99 74 3.99			
3 - 4 oz. cup			260 2.50							
2 - 8 oz. cup										
EGG				ALASKA	HAWAII					
PRODUCTS				ALASKA	ПАМАП					
1/ Feature Rate				0.0% of 100 sampled	6.2% of 100 sampled					
						1				

EGG				ALA	SKA	HAV	VAII
PRODUCTS				, ,,			.,
1/ Feature Rate			0.0% of 100 sampled		6.2% of 100 sampled		
2/ Activity Index				Activity Index = 0		Activity Index = 0	
				Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn							
32 oz. crtn							
3 - 4 oz. cup							
2 - 8 oz. cup							







Note: See page 1 for explanatory notes.